

ENC2210: Technical Writing (UFOnline)

Spring 2021

Course Information

Instructor:	Andrea Medina
Class Number:	13501
Section:	35F2
Office Hours:	via Zoom, Tuesdays, 11-1pm EST, or by appointment
Course Website:	https://ufl.instructure.com/courses/417571
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Course Description

ENC2210: Technical Writing is an introduction to technical and professional writing. This course presents students with practical information about communicating in different workplace environments and discourse communities. Throughout the semester students will produce and analyze texts within a number of common technical writing genres, including: emails, resumes, letters, memos, reports, proposals, technical descriptions, and technical definitions.

Students will analyze and respond to the different rhetorical situation each assignment presents. Students will also consider concepts such as audience, organization, visual design, style, and the material production of documents. Canvas discussions will provide students with the opportunity to participate in conversations about assigned readings and writing projects, to work closely with the instructor, and to work with peers in writing and revision workshops. Technical writing is produced individually as well as collaboratively. Accordingly, ENC2210 emphasizes both individual and team efforts.

COVID-19 Statement

This course is completely online and asynchronous, thus we will never meet via Zoom or F2F for class (only Zoom office hours). However, rest assured that I am active in the course and will engage with you throughout the semester. This specific section of ENC2210 was designed for online learning before COVID-19 disrupted the world, so that means that there are not any official accommodations that the University offers for online-only courses, but I am more flexible. I am aware of the fact that COVID-19 continues to impact our daily lives. Thus, if you are experiencing any hardships because of the virus, please contact me as soon as possible so that we may make any necessary arrangements contingent on your circumstances. I'm willing to work with you; my goal is to keep you on track and to make sure that you don't get left behind, but you must also put forth the effort of communication and professionalism.

Course Objectives

By the end of the course, students enrolled in ENC2210 should be able to:

- identify and understand the functions of the primary genres of technical writing
- produce professional caliber technical documents
- analyze and adapt to the constraints of specific rhetorical situations, including audiences, purposes, and uses
- develop strategies for addressing multiple audiences in any given technical document, including accommodations for expert and lay audiences
- write documents that are accessible and reader-centered
- strategically orchestrate elements of document design and layout, including type, spacing, color, and medium
- integrate tables, figures, and other visuals into documents
- produce documents both collaboratively and independently
- develop and administer user tests; analyze and synthesize user test data
- refine writing style for clarity, concision, coherence, cohesion, and emphasis
- critique and revise documents to ensure that they fulfill their intended purposes
- work with peers to provide written and oral feedback to one another

General Education Objectives

- This course confers General Education credit for Composition (C), and also fulfills 6,000 of the university's 24,000-word writing requirement (WR).
- *Composition courses* provide instruction in the methods and conventions of standard written English (grammar, punctuation, usage), as well as the techniques that produce effective texts. Composition courses are writing intensive. They require multiple drafts submitted to your instructor for feedback before final submission.
- Course content should include multiple forms of effective writing, different writing styles, approaches and formats, and methods to adapt writing to different audiences, purposes and contexts. Students should learn to organize complex arguments in writing using thesis statements, claims and evidence, and to analyze writing for errors in logic.
- The University *Writing Requirement (WR)* ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning. To receive Writing Requirement credit, a student must receive a grade of C or higher and a satisfactory completion of the writing component of the course. This means that written assignments must meet minimum word requirements totaling 6,000 words.

General Education Learning Outcomes

At the end of this course, students will be expected to have achieved the following learning outcomes in content, communication and critical thinking:

- **Content:** Students demonstrate competence in the terminology, concepts, theories and methodologies used within the academic discipline.
- **Communication:** Students communicate knowledge, ideas and reasoning clearly and effectively in written and oral forms appropriate to the discipline. Students will participate in class discussions throughout the semester to reflect on assigned readings.
- **Critical Thinking:** Students analyze information carefully and logically from multiple perspectives, using discipline-specific methods, and develop reasoned solutions to problems.

Textbook & Media

Required: Markel, Mike. *Technical Communication*. 11th ed., Bedford/St. Martin's, 2015.

We will also watch the following episodes for assignments, which you can find through various online platforms such as Netflix, Hulu, Amazon, HBO, and Peacock TV:

Brooklyn Nine-Nine (1.01) “Pilot”

The Office (5.3) “Business Ethics”

The Office (7.25 and 7.26) “Search Committee”

Parks and Recreation (3.2) “Flu Season”

Parks and Recreation (3.5) “Media Blitz”

Parks and Recreation (3.7) “Harvest Festival”

Parks and Recreation (5.11) “Women in Garbage”

VEEP (1.1) “Fundraiser”

Assignments (1,000 points total in course)

Weekly Discussions – 1 per week, 8 points each, 15 postings (120 points total)

You are responsible for responding to questions and prompts related to readings and viewings each week. The discussion boards are collaborative spaces to share ideas and concepts. You will respond to a minimum of two colleagues’ responses for most discussions. You must first post to the thread to view others’ posts. You must maintain a cordial tone.

Unit Writing Reflections – 1 per unit, 15 points each, 4 reflections (60 points total)

For each unit group you will write a 250-word statement to your instructor addressing the writing issues you’ve come across and what you hope to work on moving forward.

Unit 1: Writing Correspondence (2250 words, 200 points)

Memos are an integral part of the workplace structure and office communication. Therefore, you will write memos to your instructor throughout the semester.

Memo #1: Dress Code (250 words; 20 points)

For this assignment, you will respond to the *Brooklyn Nine-Nine* “Pilot” episode (1.1) and write a memo to the precinct addressing the importance of a precinct wide mandatory dress code.

Memo #2: Workplace Ethics (350 words; 30 points)

For this assignment, you will respond to *The Office* episode “Business Ethics” (5.3) and write a memo to the office about ethical practices in an office setting.

Memo #3: Staff Communication (450 words, 40 points)

For this assignment, you will respond to the *VEEP* episode “Fundraiser” (1.1) and write a memo addressing the PR and communication issues that the office deals with during the episode.

Memo #4: Workplace Equality (550 words; 50 points)

For this assignment, you will respond to the Parks and Rec episode "Women in Garbage" (5.11) and write a memo to the City Council explaining why a gender equitable workplace is a benefit to the community. Remember, you should employ logic and persuasion to illustrate that a more equitable work environment is a benefit to the workplace and beyond.

Memo #5: Health Advisory Notice and Info Graphic (650 words, 60 points)

For this assignment, you will respond to the *Parks and Recreation* episode "Flu Season" (3.2). You will write a memo to the employees of City Hall about the flu epidemic and appropriate flu prevention. This assignment will include at least 1 infographic to help illustrate your points.

Unit 2: Project Proposal (2850 words, 340 points)

For this unit, you will focus on the Harvest Festival Story arc from *Parks and Recreation* (season 3, episodes 1-7).

Part 1: Project Proposal Memo (350 words, 30 points)

For this assignment, you will write a memo to Chris Traegar and Ben Wyatt to propose the Harvest Festival as a means to alleviate current budgetary issues facing the Parks Department.

Part 2: Progress Report (500 words, 50 points)

For this assignment, you will write a progress report to Chris and Ben detailing the progress of the Harvest Festival. More details will be provided on Canvas.

Part 3: A Letter to the Sponsors (500 words, 50 points)

For this assignment, you will respond to the *Parks and Recreation* episode "Media Blitz" (3.5) and write a letter to the Harvest Festival sponsors about the Harvest Festival media campaign.

Part 4: Harvest Festival Press Release (350 words, 30 points)

For this assignment, you will write a press release about the Harvest Festival for the media and general public outlets.

Part 5: Harvest Festival Promotional Materials (50 points)

You will create a visual document as part of your Harvest Festival promotion. The goal of this is to streamline the information in your project for your target audience.

Part 6: Project Proposal – Pawnee Harvest Festival (800 words, 100 points)

For this assignment, you will write a project proposal that outlines the details of the Harvest Festival (including an operating budget, facilities details, vendor lists, etc.) for approval by the city manager, Chris Traegar. More details will be available on Canvas.

Part 7: Thank You Letter (350 words, 30 points)

For this assignment, you will write a thank you letter to the sponsors and volunteers of the Harvest Festival to address the difficulties that came up in episode "Harvest Festival" (3.7).

Unit 3 Job Packet: (850 words, 100 points)

Part 1: Analyzing Job Ads (250 words, 20 points)

You will find a job that you can reasonably apply for with your current skills/experience and write a memo to your instructor analyzing the breakdown of a job ad you intend to use for your cover letter and resume.

Part 2: Write a Job Ad (350 words, 30 points)

You will write a job ad for the position of “Manager” for the Scranton Branch of Dunder Mifflin based off *The Office* episodes “Search Committee” (7.25-6).

Part 3: Cover Letter and Resume: (250 words, 50 points)

Write a Cover Letter and Resume for the job ad you analyzed in Part 1.

Unit 4: Technical Concepts: (1025 words, 180 points)

Technical Memo (250 words, 20 points)

For this assignment, you will write a brief memo to your instructor addressing why you want to write on your topic. This memo relates to the “Final Draft” detailed below.

Complete Draft (60 points)

You will submit a complete draft for feedback to your instructor.

Final Draft (800 words, 100 points)

For this assignment, you will pick a term or concept that is significant to your field. You will conduct research and provide an overview of that term for a lay audience. You must include four peer-reviewed sources. More details will be provided on Canvas.

Grading Scale

A	4.0	93-100, 930-1000	C	2.0	73-76, 730-769
A-	3.67	90-92, 900-929	C-	1.67	70-72, 700-729
B+	3.33	87-89, 870-899	D+	1.33	67-69, 670-699
B	3.0	83-86, 830-869	D	1.0	63-66, 630-669
B-	2.67	80-82, 800-829	D-	0.67	60-62, 600-629
C+	2.33	77-79, 770-799	E	0.00	0-59, 0-599

Course Policies

- 1) **Course credit:** Except for discussion posts and unit reflections, you must complete **all** assignments to receive credit for this course. All work outlined within the units counts towards

the Writing Requirement, so any missing assignments will lead to an “Incomplete” in the course, regardless of the grade you see on Canvas.

- 2) **Participation and Attendance:** Unlike some of your other classes, this course is skills-based. In other words, practice makes all the difference to writing; the more you write, the better you become. Consequently, the effects of this course are cumulative, and being “present” online means being active on discussion boards and other interactive elements of the course. In the online course, participation measures your attendance. We must all make the effort to engage with each other in this completely online and asynchronous setting, so assignments like discussion posts are significant to building our course community.
- 3) **Netiquette:** Since participation and discussion are an integral part of the course you are expected to treat your classmates with courtesy and respect as you would in a face-to-face setting. Collaboration is an integral part of the course design and applicable to real-world, workplace environments.
- 4) **Project Format & Submission:** All assignments will be submitted via Canvas. Save documents as a .doc/.docx file with your name and assignment. Example: “medina_memo1.docx.” Please follow MLA 8 style and citation guidelines: https://owl.purdue.edu/owl/research_and_citation/mla_style/mla_formatting_and_style_guide/mla_general_format.html. Any documents that I cannot access will automatically be given a zero. I strongly encourage you to check your assignments after submission on Canvas to ensure that they are in docx format.
- 5) **Academic Honesty and Plagiarism:** UF students are bound by The Honor Pledge: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: ‘On my honor, I have neither given nor received unauthorized aid in doing this assignment.’” The Honor Code (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Plagiarism includes but is not limited to:

- A. Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- B. Self-plagiarism, which is the reuse of the Student’s own submitted work, or the simultaneous submission of the Student’s own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- C. Submitting materials from any source without proper attribution.
- D. Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author.

Important Tip: You should never copy and paste something from the Internet without providing the exact location from which it came, including the date cited.

- 6) **Late Papers/Assignments:** All late papers and assignments will receive an automatic 10 percent deduction for the first three days after the deadline; the deduction jumps to 20 percent after the third day. If you submit an assignment one week after the original deadline, you will automatically receive a zero, but I will accept the late submission for course credit (remember, you must submit ALL assignments to receive course credit).

Writing Studio

Make a free appointment with the Writing Studio if you finish an assignment early and would like an extra set of eyes to look at your work: <https://writing.ufl.edu/writing-studio/for-students/schedule-an-appointment/>

Course Evaluations

Toward the end of the semester, you will receive email messages asking you to go online and evaluate this course: <https://ufl.bluera.com/ufl/>

Disability Policy

Students with disabilities who request accommodations should first register with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/>) which will provide appropriate documentation to give the instructor early in the semester.

Personal Difficulties

Students who are in distress or who are in need of counseling or urgent help: please contact umatter@ufl.edu or [352-294-2273](tel:352-294-2273) so that a team member can reach out to you. UF's Counseling and Wellness Center offers additional support: [352-392-1575](tel:352-392-1575) or <https://counseling.ufl.edu/>

Please do not hesitate to reach out to me if you are having a hard time and are not sure how to proceed. I will gladly help you to figure out who you should speak to and how to make sure you succeed. You are not alone.

UF's Policy on Sexual Harassment

The University of Florida is committed to providing a safe educational, working, and residential environment that is free from sexual harassment or misconduct directed towards any and all members of the community: <https://hr.ufl.edu/forms-policies/policies-managers/sexual-harassment/#:~:text=Sexual%20misconduct%20is%20prohibited%20by,criminal%20and%20For%20civil%20liability.>

UF Grading Policies

For information on UF Grading policies, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Grade Appeals

In 1000- and 2000-level courses, students may appeal a final grade by filling out a form available from Carla Blount (cblount@ufl.edu), Program Assistant in the English Department office (4008 TUR). Grade appeals may result in a higher, unchanged, or lower final grade.

Assessment Rubric

	SATISFACTORY (Y)	UNSATISFACTORY (N)
CONTENT	Papers exhibit evidence of ideas that respond to the topic with complexity, critically evaluating and synthesizing sources, and provide an adequate discussion with basic understanding of sources.	Papers either include a central idea(s) that is unclear or off- topic or provide only minimal or inadequate discussion of ideas. Papers may also lack sufficient or appropriate sources.
ORGANIZATION AND COHERENCE	Documents and paragraphs exhibit identifiable structure for topics, including a clear thesis statement and topic sentences.	Documents and paragraphs lack clearly identifiable organization, may lack any coherent sense of logic in associating and organizing ideas, and may also lack transitions and coherence to guide the reader.
ARGUMENT AND SUPPORT	Documents use persuasive and confident presentation of ideas, strongly supported with evidence. At the weak end of the satisfactory range, documents may provide only generalized discussion of ideas or may provide adequate discussion but rely on weak support for arguments.	Documents make only weak generalizations, providing little or no support, as in summaries or narratives that fail to provide critical analysis.
STYLE	Documents use a writing style with word choice appropriate to the context, genre, and discipline. Sentences should display complexity and logical structure.	Documents rely on word usage that is inappropriate for the context, genre, or discipline. Sentences may be overly long or short with awkward construction. Documents may also use words incorrectly.
MECHANICS	Papers will feature correct or error-free presentation of ideas. At the weak end of the satisfactory range, papers may contain a few spelling, punctuation, or grammatical errors that remain unobtrusive and do not obscure the paper's argument or points.	Papers contain so many mechanical or grammatical errors that they impede the reader's understanding or severely undermine the writer's credibility.

WEEK-TO-WEEK SCHEDULE

Unit 1: Writing Correspondence

Week 1 – January 11th

Welcome! Course Introduction

Post a welcome message on the discussion board

Read Chapter 1: “Introduction to Technical Communication” and Chapter 4: “Writing Collaboratively” from *TC*

Week 2 – January 18th

Read Chapter 14: “Writing Correspondence” from *TC*

Discussion Board Posting #2 due
Watch *Brooklyn-Nine* episode “Pilot” (1.1)
Memo #1 due

Week 3 – January 25th

Read Chapter 2: “Understanding Ethical and Legal Considerations” from *TC*
Discussion Board postings #3 due
Watch *The Office* episode “Business Ethics”
Memo #2 due

Week 4 – February 1st

Read Chapter 5: “Analyzing Your Audience and Purpose” from *TC*
Discussion Board postings #4 due
Watch *VEEP* episode “Fundraiser” (1.1)
Memo #3 due

Week 5 – February 8th

Read Chapter 8: “Communicating Persuasively” from *TC*
Discussion Board Posting #5 due
Watch *Parks and Recreation* “Women in Garbage” (5.11)
Memo #4 due

Week 6 – February 15th

Read Chapter 12: “Creating Graphics” from *TC*
Discussion Board Postings #6 due
Watch *Parks and Recreation* episode “Flu Season” (3.2)
Memo #5 due

Unit 2: Harvest Festival Proposal

Recommended Viewing: *Parks and Recreation* Season 3, episodes 1-7

Week 7 – February 22nd

Read Chapter 16: “Writing Proposals” from *TC*
Discussion Board Posting #7 due
Proposal Project Part 1: Project Proposal Memo Due
Unit 1 Reflection due

Week 8 – March 1st

Read Chapter 17: “Writing Informational Reports” and Chapter 18: “Writing Recommendation Reports” from *TC*
Discussion Board Posting #8 due
Proposal Project Part 2: Project Progress Report due

Week 9 – March 8th

Read “Writing Letters” (pg. 363) from *TC*
Discussion Board Postings #9 due
Proposal Project Part 3: A Letter to the Sponsors due

Week 10 – March 15th

Read Chapter 11: “Designing Print and Online Documents” from *TC*
Discussion Board Posting #10 due
Watch *Parks and Recreation* episode “Media Blitz” (3.5)
Project Proposal Part 4 and 5 due

Week 11 – March 22nd

Discussion Board Postings #11 Due
Watch *Parks and Recreation* episode “Harvest Festival” (3.7)
Report Part 6 and 7 Due

Unit 3: Job Packet

Week 12 – March 29th

Read Chapter 15: “Writing Job Application Materials” from *TC*
Discussion Board Postings #12
Watch *The Office* episodes “Search Committee” (7.25-26)
Unit 2 Reflection due
Job Packet Part 1 and 2 due

Week 13 – April 5th

Discussion Postings #13
Peer Review Resume and Cover Letter
Job Packet Part 3 Due

Unit 4: Technical Concepts

Week 14 – April 12th

Read Chapter 20: “Writing Definitions, Descriptions, and Instructions” from *TC*
Discussion Postings #14
Technical Memo due
Unit 3 Reflection due

Week 15 – April 19th

Read Chapter 6: “Researching Your Subject” from *TC*
Discussion Postings #15
Draft of Technical Definition Paper due for Instructor Feedback

Reading Days: April 22-23

Final Paper due Monday, April 26th by midnight